

# TheArlingtonian

The official voice of the Arlington, Virginia Chamber of Commerce



Vol. LI, No. 3 March 2009

## Arlington Business Gala a Success

The Arlington Chamber of Commerce hosted its 85th Annual Arlington Business Gala Saturday, January 31st, 2009 at the Ritz-Carlton, Pentagon City.

The Business Gala was the Chamber's first major event of 2009 and was attended by approximately 250 guests. **Ellen Rainey** of **Hamilton College**, hosted the night and welcomed guests. Attendees enjoyed a three-course dinner and music by the twelve piece *Odyssey* band in addition to a Silent and Live Auction.

The Gala featured a 119 item Silent Auction and an exciting Live Auction that included Washington Nationals Suite Tickets, a flight over beautiful Virginia in a



Cessna 172, a Delaware Beach House, and an autographed Capitals hockey stick. The Business Gala has historically been the Chamber's most significant fundraising event, and the event proved so again this year due to the auctions. In addition to the auctions, the Chamber raffled off a seven day stay for four adults at a Tuscan Villa. **Roger Munter** of **Arlington County** was the lucky winner of the Tuscan getaway.

Attendees included

The Hon. James Moran

of the US House of Representatives; The Hon. Patsy Ticer of the Virginia Senate; The Hon. Al Eisenberg, of the Virginia House of Delegates; Arlington County Commissioner of Revenue, The Hon. Ingrid Morroy; Sheriff, The Hon. Beth Arthur; Treasurer, The Hon. Frank O'Leary; Clerk of the Circuit Court, The Hon. Paul Ferguson; Arlington County Board Chair, The Hon. Barbara Favola; and Board Vice Chair, The Hon. Jay Fisette.

Thank you to **Verizon**, the Grand Sponsor of the 85th Annual Arlington Business Gala!



Above, 2009 Chair Ellen Rainey, (left) of Hamilton College and husband Terry Rainey (right) enjoy some great conversations at the 2009 Gala.

Left, Andy Anderson, Virginia Commerce Bank, and his wife, Jocelyn enjoy dancing to music from the Odyssey Band at the 85th Annual Business Gala.



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### SAVE THE DATE



### Valor Awards:

*Honoring the Police, Fire, and Sheriff Departments in Arlington County*

Have you thanked a hero today?

**Tuesday, April 14, 2009**  
**11:30 a.m. – 2 p.m.**  
**at Fort Myer Officers Club**

Register online at  
[www.arlingtonchamber.org](http://www.arlingtonchamber.org)

# The Chamber

Arlington Chamber of Commerce

*Opportunity. Leadership. Results.*

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Member: Virginia Chamber of Commerce

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Jim Whittaker, Columbia Pike Revitalization Organization  
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\*COL Laura J. Richardson, Fort Myer

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Erica Pristas, *Membership Director*  
Samantha Thompson, *Communications Manager*  
Deborah Kunin, *Member Services Administrator*  
Tami Anderson, *Staff Accountant*

\*Executive Committee Member & Director

Visit our website: [www.arlingtonchamber.org](http://www.arlingtonchamber.org)

Visit our wireless website: [www.chamberwap.com](http://www.chamberwap.com)

## Where you need to be in MARCH



### 1 Sunday

Arlingtonian Contents Due

### 2 Monday

Opportunity Works Kick Off  
5:00–6:00 p.m.  
Liberty Tavern

### 3 Tuesday

Community Action Committee  
8:00–9:00 a.m.  
Chamber Board Room  
  
Membership Committee  
4:30–5:30 p.m.  
Chamber Board Room

### 4 Wednesday

SMART Start  
7:45–9:00 a.m.  
Chamber Board Room

### 11 Wednesday

Executive Committee  
8:00–9:30 a.m.  
Chamber Board Room

Chamber broadband internet capability courtesy of Comcast Communications. Office WiFi capability courtesy of Washington Workplace.

DEADLINES FOR SUBMISSIONS TO THE ARLINGTONIAN

DISPLAY ADS—The first of the month prior to publication. i.e. For December, the ad must be submitted by November 1.

PRESS RELEASES—Same deadline as Display Ads

ARTICLES—Same deadline as Display Ads

INSERTS—Must deliver 2,000 inserts before noon on the 22nd of the month prior to publication. i.e. For December, the insert must be at the mail house by November 22. If less than the full number is provided, no inserts will be mailed and no refunds can be given.

THE ARLINGTONIAN (USPS 534030) is published monthly by the Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201. A subscription rate of \$4 per Chamber representative is collected as part of annual membership dues. Periodicals postage paid at Arlington, VA. POSTMASTER: Send address changes to The Arlingtonian c/o Arlington Chamber of Commerce, 2009 14th Street, North, Suite 111, Arlington, VA 22201

Articles printed in this newsletter are submitted by members and represent their ideas and beliefs and do not necessarily reflect the views of the Arlington Chamber of Commerce.

Information is accurate as of press time. Please consult the Chamber's website ([www.arlingtonchamber.org](http://www.arlingtonchamber.org)) for updates and changes that may have occurred.

Events listed in color are open to both members and guests.

You can register for all events by visiting [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or by calling the Chamber office, 703-525-2400.

### 16 Monday

Opportunity Works Networking Rally  
5:00–6:00 p.m.  
TBA

### 17 Tuesday

Communications Council  
4:00–5:00 p.m.,  
Chamber Board Room

### 19 Thursday

Breakfast Connection  
7:30–9:00 a.m.  
Knights of Columbus

Higher Ed Council  
4:00–5:00 p.m.  
Chamber Board Room

### 20 Thursday

Board Meeting  
11:45 a.m.–2:00 p.m.  
Sangam Restaurant

### 24 Tuesday

Opportunity Works Phone Bank  
2:00–5:00 p.m.  
Chamber Board Room

### 25 Wednesday

Small Business Roundtable  
11:45 a.m.–1:15 p.m.  
Chamber Board Room

Education and Workforce Development Committee  
4:00–5:00 p.m.  
Chamber Board Room

### 26 Thursday

Business After Business  
5:00–7:00 p.m.  
Bean, Kinney & Korman, P.C.

### 27 Friday

Government Affairs & Economic Development Committee  
8:00–9:00 a.m.  
Chamber Board Room

### 31 Tuesday

SMART Start  
7:45–9:00 a.m.  
Chamber Board Room

# Chair Message



Ellen H. Rainey

It has been said that opportunity always knocks at the least opportune moment, and for many businesses, it feels as if there has never been a less opportune time than now, in the midst of a national recession. Yet, when better than today to answer that knock and take advantage of the many opportunities offered by the Arlington Chamber of Commerce?

Mindful of the ever-changing economic conditions, your Chamber is hard at work on behalf of its members. During the recent legislative session in Richmond, the Chamber achieved success regarding putting a cap on local government's ability to raise the transportation-driven business real estate tax, which, if the legislation

is signed by the Governor, will potentially save Arlington businesses thousands of dollars. This month, we are reaching out to the restaurant and hospitality industries to help those members devise strategies not only to survive the economic downturn, but even to thrive during these inopportune times. We stand ready to work with other segments of the business community in the weeks and months ahead to ensure their ongoing successes as well.

Your Chamber membership gives you access to opportunities like these, and to so much more—membership is an investment in your business for today and for tomorrow.

At a time when it seems we are all looking for ways to make our money go further, one of the best ways I can think of to leverage your membership dollars is to participate in Opportunity Works. This annual development campaign, chaired by **Barbara Nicastro** of the **Law Offices of Barbara E. Nicastro, Esq.** and **Joe Prentice** of the **State Department Federal Credit Union**, provides members with opportunities to grow their businesses, connect with the community, enrich their professional relationships, and strengthen the Chamber, all at the same time. In addition, throughout the three-month campaign, there will be a number of free networking events open only to Opportunity Works participants.

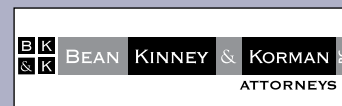
Opportunity Works officially kicks off on March 2, but there is still time to get involved. If you are interested in joining, or just want to learn more, please call Kate Roche at the Chamber at 703-525-2400 or email her at [kroche@arlingtonchamber.org](mailto:kroche@arlingtonchamber.org).

No matter what happens with the economy, you can count on the Chamber's support of your business. I hope that the Chamber can count on your support as well. Despite—or rather because of—tough times, when you hear that knock, I encourage you to answer by getting involved. Come out to events, join a committee, sign up for Opportunity Works, and let the many opportunities of the Arlington Chamber of Commerce work for you.

Best Regards,

Ellen H. Rainey, Director, Parent and Leadership Giving Programs  
Hamilton College

## 2009 Annual Corporate Sponsors



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# Arlington Encourages Businesses to be BRAC-ready

*New resources increase BRAC-awareness among business community*

*By Adam Beebe, Business Development Manager, BRAC Transition Center*

**B**usinesses in Arlington witnessed an unprecedented boost in visitor spending during last month's historic Inaugural events; an estimated \$20 million increase over the same period last year. For many retailers in the area, the increase in activity helped offset the decline in retail sales experienced nationwide in recent months. As the short term economic outlook remains uncertain, Arlington Economic Development continues to emphasize the importance of strategic and contingency business planning to help business owners prepare for challenging times and position themselves for future opportunities.

A widespread effort by the County's BRAC Transition Center is currently underway to encourage Arlington businesses to be equally mindful of the upcoming challenges and opportunities presented by the Base Realignment and Closure (BRAC) actions. As mandated by Congress and the 2005 BRAC Commission, the

Department of Defense (DoD) is in the process of closing and realigning agencies and installations throughout the country. The nature of the BRAC impact on Arlington is unlike that of any other jurisdiction in the nation. By the September 15, 2011 BRAC deadline Arlington will lose approximately 17,000 civilian defense jobs as DoD vacates over 4 million square feet of leased office space. The workers who choose to follow BRAC-affected jobs represent a noteworthy portion of the customer base for Arlington businesses, especially for retailers supporting the County's daytime workforce. Although the bulk of agency moves are not expected until 2011, the next few years will be a time of significant change, exploration and examination of business practices as Defense agencies relocate and new tenants move into the vacated office space.

To promote awareness of BRAC in the business community, the BRAC Transition Center has been reaching out to individuals and businesses potentially affected by BRAC. In addition to educational workshops, one-on-one counseling and informational briefings, the BRAC Transition Center team has produced a series of informative brochures designed to reach specific groups affected by BRAC. One such brochure—designed to address retailers—is currently being distributed throughout the County. The brochure defines BRAC, explains what BRAC means for businesses, outlines available resources to help manage the BRAC transition and encourages merchants to act now by reaching out to the BRAC Transition Center for support. The Center, located in the Crystal City Underground, is a one stop for information, resources, technical assistance, references and networking opportunities for both businesses and workers affected by BRAC actions. The Center can help business owners assess the BRAC-impact on their specific business, provide up-to-date information about the BRAC movements and connect them to a wealth of free business support services through its partnership with BizLaunch, Arlington's small business assistance network.

Businesses seeking a primary point of contact for BRAC-related inquiries or a copy of the brochure should contact Adam Beebe, Business Development Manager at the BRAC Transition Center at [abeebe@arlingtonva.us](mailto:abeebe@arlingtonva.us), call 703-418-1134 or visit [www.bracarlingtonva.us](http://www.bracarlingtonva.us).



**Saturday, May 2nd and Tuesday, May 5th  
Save the Date(s)!**

**T**he Chamber's Community Action Committee produces Volunteer Arlington Day. This event, held in May, connects Arlington businesses to Arlington Chamber member non-profits for a few hours of assistance. Businesses and other interested organizations are encouraged to form teams – individuals are welcome, too. Teams will be matched with non-profits needing services.

In 2008, volunteers from Chamber members **Arlington County Commissioner of Revenue, Arlington Virginia Federal Credit Union, BB&T, Buck and Associates Real Estate, Corporate Apartment Specialists, Crowne Plaza Hotel National Airport, Easter Seals, Holiday Inn National Airport, HSBC Bank, Hyatt Regency Crystal City, Io Piazza by Windsor Communities, KDH Real Estate, Marriott International, Northern Virginia Community College, Oakwood Arlington, Randstad USA, Sheraton National Hotel, Strategic Analysis, Washington Gas**, spent a Saturday morning or a Tuesday afternoon improving the Arlington community.

Beneficiaries of their volunteer efforts on Volunteer Arlington Day 2008 were the people, community and animals served by these nonprofit Chamber members: **Animal Welfare League of Arlington, Arlington Food Assistance Center, Arlingtonians for a Clean Environment, Capital Hospice, Community Residences, Furniture Bank of Arlington, The Reading Connection, Vanguard Services Unlimited, Vinson Hall Retirement Center and Volunteers of America Chesapeake.**

Look for more information in March and April from the Chamber's Community Action Committee.

## LEADERSHIP ARLINGTON PRESENTS

*Monte Carlo Night 2009*

**SATURDAY, MARCH 14, 2009  
7-11:30 P.M.**

**RONALD REAGAN WASHINGTON NATIONAL AIRPORT  
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*(Directions to the airport may be found at [www.mva.com](http://www.mva.com).)*

♠ **Silent Auction & Monte Carlo Gaming**

♣ **Buffet Supper**

♥ **Dancing and Entertainment**

♦ **Raffle Tickets only \$20 or 3 for \$50**

Raffle items include:

- A brilliant cushion cut 6.76 CT blue topaz ring, surrounded with diamonds! Valued at \$1,200, it could be yours for \$20!
- A Cannondale F7 Hardtail Mountain Bike & Giro Indicator Helmet, valued at \$700!

**Cost: \$150 per person**

**RSVP:** To register visit: [www.leadershiparlington.org](http://www.leadershiparlington.org)  
or call Erika Mendez at 703-528-2522.

### Silent Auction to Benefit our Youth Program

The Leadership Arlington Youth Program is designed to enhance leadership skills, community service, philanthropy and civic participation for Arlington high school students. Students must apply in their sophomore or junior year of high school and are selected to participate during the summer before their junior or senior year.

*A special thank you to our dinner sponsor Verizon.  
Our sincere appreciation goes to Metropolitan Washington  
Airports Authority for their continued support of this event.*

## Leadership Arlington is Accepting Applications!

**Deadlines are:**

**Early Bird** (with a \$50 application fee)  
due by noon on **Monday, April 13, 2009**

**Regular** (with a \$100 application fee)  
due by noon on **Monday, May 11, 2009**



Leadership Arlington is a 10-month tuition-based program that provides a forum for the business, nonprofit and public sectors to discuss the issues and opportunities facing Arlington, Virginia while enhancing personal and professional leadership skills.

Through seminars, study groups, skill building and interaction with community decision makers; Leadership Arlington develops leaders with vision and commitment for our community. The program will consist of 40 or more leaders or emerging leaders who represent a cross-section of the Arlington community. Examples include representatives from large and small businesses; educators; government officials; and those in not-for-profit work (staff and/or volunteers) such as the arts, healthcare, religion and social services.

Visit [www.leadershiparlington.org](http://www.leadershiparlington.org) to download an application. For more information please contact Betsy Frantz, President & CEO at 703-528-2522 or [bfrantz@leadershiparlington.org](mailto:bfrantz@leadershiparlington.org).

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**Contact the Communications Department  
for details at [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org).  
Reserve your ad space today!**

85th Business Gala, continued from page 1



Anne Whelan, (left), Jim Whelan (middle), and Col. Laura Richardson (right) take a moment to smile while viewing the Auction items.

The 85th Annual Business Gala was another great success this year. **The Ritz-Carlton, Pentagon City** was the perfect setting for an elegant night of dinner and dancing, courtesy of the twelve piece *Odyssey Band*. The Silent and Live Auctions were fun to participate in throughout the night by all of the guests. Thank you to all of our members who contributed to the evening's success through their volunteer work, generous donations, and above all—attendance!

Thank you to **Verizon**, our Grand Sponsor! **Verizon's** generous support and contributions to the 85th Annual Arlington Business Gala are much appreciated.

#### Special Thanks To:

##### Premier Sponsors

Bank of Georgetown; Bean, Kinney, & Korman, P.C.; Metropolitan Washington Airports Authority; PNC Bank; Post Properties; Shooshan Company; United Bank; Virginia Commerce Bank.

##### Benefactor Sponsor

Andrew Viola and David DeCamp; Murphy Funeral Homes.

##### Silent Auction Sponsor

Kettler

##### Patron Sponsors

Dominion; Guernsey Office Products; Intelligent Office; Lincoln Financial Services; MTF Architecture, Inc.; Organizational Strategies, Inc.; The Boeing Company; The ProActive Corporation of America; Valcourt Building Services, L.C.; WETA TV 26/90.9 F.M.

#### Special Thanks to:

- **Brooks Business Transfer** for transporting the auction items to the **Ritz-Carlton, Pentagon City**.
- **Mark Ingrao** of Aspen Strategies for serving as the auctioneer.
- **Todd Yeatts of The Boeing Company** for giving the invocation.
- **Conklyn's Florist** for providing the beautiful flowers.
- **The Ritz-Carlton, Pentagon City** for being so accommodating and providing all of the guests with an elegant atmosphere and world-class service.

#### 2009 Gala/Silent Auction Committee

John Murphy – Washington Workplace, Committee Chair  
 Susan Anderson – Clarendon Alliance, Inc.  
 Donna Hamaker – KDH Real Estate  
 Sean Hosty – SmithBarney  
 Barbara Nicastro – The Law Offices of Barbara E. Nicastro  
 Jamie Nicholas – Jamie Nicholas Printing & Graphics  
 Jessica Outer – Outer Consulting, LLC  
 Maria Pugliese – Team LogicIT of Arlington, VA  
 Ellen Rainey – Hamilton College  
 Deidre Schexnayder – Vornado/Charles E. Smith  
 Shannon Swahn – Select Printing and Copying  
 Jim Whelan - The ProActive Corporation of America, Inc.

#### Silent & Live Auction Donors:

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 Association Management Professionals  
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 Dittmar Design  
 Doubletree Hotel Crystal City  
 EBRU Salon  
 Foxfire Grill Alexandria  
 Giant Food  
 Gold's Gym  
 GolfTEC - Clarendon  
 Guernsey Office Products  
 Hamlet Restaurant and Bar  
 Harold L. Frank, DDS  
 Heidelberg Pastry Shoppe  
 Hotel Palomar Arlington (Kimpton Hotels)  
 Hyatt Regency Crystal City  
 Infinite Technologies Orthotics & Prosthetics  
 Interstate Worldwide Relocation Services  
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 James C. Perry - Arlington Public Schools  
 Janice M. Scott Memorial Scholarship Fund  
 Jeff Lubin Portrait Photography Studio  
 Jim Whittaker  
 Kinder Haus Toys  
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 Olde Towne Pet Resort  
 Order Unlimited  
 Organize Your Estate, Inc.  
 Otto's Electrical Service, Inc.  
 Outer Consulting & Romantic Escapade  
 P. F. Chang's China Bistro  
 Piedmont Club  
 PNC Bank  
 Portofino Restaurant  
 Residence Inn by Marriott, Pentagon City  
 Restaurant Association Metropolitan Washington  
 Rocklands Barbeque and Grilling Company  
 Sangam  
 Sheraton National Hotel  
 Signature Theatre  
 Skardon Pover, Inc.  
 Ski RoundTop  
 Sushi-Zen  
 Synetic Theatre  
 TeamLogicIT  
 Technology Management International  
 Ted's Montana Grill  
 The American Century Theater  
 The Energy Club  
 The Ritz-Carlton, Pentagon City  
 The Sterlings  
 The Teal Center  
 The Virginian Suites  
 The Washington Redskins Charitable Foundation  
 The Washington, DC International Film Festival  
 The Westin Arlington Gateway  
 TNC (The Networking Community)  
 Top Golf Washington  
 United Bank  
 United States Army  
 Upton Hill Regional Park, Northern Virginia Regional Park Authority  
 Washington Capitals  
 Washington Golf Centers  
 Washington Workplace  
 WETA-TV 26/90.9 FM  
 Whitlow's Bar and Grill  
 Wintergreen Resort

## Time for Arlington Businesses To Make Themselves Heard

By: Phil Keating, Chamber Chair-Elect  
Bean, Kinney & Korman, P.C.

The Arlington County government, through the County Manager and the County Board, is working on the budget for the fiscal year starting July 1, 2009. The County Manager has just released his proposed budget and the County Board will be holding hearings on the proposed tax rate and overall budget later this month (details were unavailable as of the date we went to print). It is expected that the County Manager will be proposing an increase in the general real estate tax rate. In addition, commercial assessments increased. Thus, businesses will be receiving higher tax bills from the County starting July 1.

As business owners undoubtedly know, the current economic situation is very challenging and requires that difficult decisions be made. The County Manager has stated that the proposed budget will make such decisions, but we need to see the details.

Now is the time that members of the business community need to express their opinions to the members of the County Board. The County Board budget hearing will be held on Tuesday, March 24th starting at 7:00 p.m. The Tax Rate hearing will be held on Thursday, March 26th starting at 7:00 p.m. Both hearings will be held in the County Board Chambers at 2100 Clarendon Boulevard on the 3rd Floor. You will need to sign up to speak and you may do so in advance starting 5 days in advance of the hearing. The procedures for speakers are contained at the following site:

<http://www.arlingtonva.us/Departments/CountyBoard/meetings/CountyBoardMeetingsBTHProcedures.aspx>.

It is very important that the business community participates in this process. The budget meeting, in particular, draws a large number of speakers from across the County, all of whom are advocating for their budget priorities. If you are unable to attend a hearing, or prefer written communication, the web site above provides instructions. In addition, the contact information for the County Board and the County Manager is as follows:

### County Board:

Walter Tejada . . . . . wtejada@arlingtonva.us  
Barbara Favola . . . . . bfavola@arlingtonva.us  
Jay Fissette . . . . . jfissette@arlingtonva.us  
Mary Hynes . . . . . mhynes@arlingtonva.us  
Christopher Zimmerman . . . . . czimmerman@arlingtonva.us  
or: countyboard@arlingtonva.us

County Manager  
(Ron Carlee) . . . . . countymanager@arlingtonva.us

Please contact the Chamber office at [chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org) if you have any questions.

## opportunityworks

Opportunity Works, the Chamber's fourth annual development campaign, begins with a kick off event on Monday, March 2. Opportunity Works is a volunteer-based, ongoing development project with a concentrated three month campaign. This year's campaign goal is to raise funds for the Chamber by promoting the benefits of Chamber membership, sponsorship, and advertising to new and prospective members.

Chaired by Joe Prentice of the State Department Federal Credit Union and Barbara Nicastro of The Law Offices of Barbara E. Nicastro, Esq., the volunteers are working hard to reach the goal of \$230,000 by June 17, 2009, the end of the three month campaign. This money represents approximately one third of the Chamber's operating budget. Thank you to all the volunteers participating in this year's campaign. Their efforts are helping to increase the value of chamber membership for all members. If you have any questions about Opportunity Works, or would still like to get involved with the campaign, please contact Kate Roche at 703-525-2400 ext. 204.

## New Board Member



**W**illiam S. Diffie, Jr., AKA "JR", has been the President of **Colony House Furniture** since 1991 and a part of the family owned and operated business for 25 years. **Diffie** has led the 72 year old furniture and interior design business that

his grandfather started through periods of dramatic growth and expansion as well as during more challenging economic times. In 2004, **Colony House** was recognized as the Furniture Retailer of the Year for the Metro Washington area and **Diffie** has been a trusted source of local and industry insights on small "main street" business activity. Previous experience before **Colony House** includes working as a Property and Casualty Insurance Agent and advertising sales. **Diffie** double majored in Business Marketing and Mass Communications at Towson University and is a graduate of the 2008 class of Leadership Arlington.

# Members IN THE News

## Baby-Ready Pets

### *Preparing Pets for Your New Baby*

**T**he Animal Welfare League of Arlington is offering help to expectant parents to prepare their pets for the new baby. Every year, thousands of animals are turned into shelters by parents concerned about how their pet may affect the health and safety of their new baby. Any pet can have undesirable, although natural reactions to a new baby. New sounds, smells, and activities surrounding an infant may cause a pet to see the baby as competition, prey, or even a toy.

*Baby-Ready Pets* offers preparation and assistance to help expectant families prepare their home and their pets for the arrival of the new baby and to make sure that it is a safe and (relatively) stress-free experience for all. This seminar is based on a program created by the Providence Animal Rescue League and the Rhode Island SPCA, and has been endorsed by the ASPCA. The Animal Welfare League of Arlington's staff will present *Baby-Ready Pets* for expectant parents in a two-hour workshop at the League.

After the program, participants may call or e-mail follow-up questions if they need additional support. Participants will also receive helpful handouts and a CD of baby sounds to help desensitize their pets to the sounds of the new arrival. *Baby-Ready Pets* sessions are from 6:30–8:30 p.m. at the Animal Welfare League of Arlington, 2650 S. Arlington Mill Drive on the following dates:

Thursday, March 12  
Monday, March 23  
Thursday, April 9  
Monday, April 20  
Thursday, May 14  
Monday, May 18  
Thursday, June 11  
Monday, June 22

There is a suggested \$25 donation per couple. Reservations are required and space is limited. If you are interested in making a reservation or for more information, please contact Jennifer Newman at [jnewman@awla.org](mailto:jnewman@awla.org) or call 703-931-9241 x 213.

### *About the League.*

Since 1944, the Animal Welfare League of Arlington has been committed to the humane treatment of animals and to the promotion of animal welfare. The League provides temporary care and refuge for homeless and suffering animals, places animals in loving, responsible homes, provides animal control services to Arlington County, educates the public, and provides a wide variety of community services.

To see animals for adoption visit the League, Monday, Wednesday, Thursday and Friday, noon to 7:00 p.m. or Saturday and Sunday, 12:00 noon to 4:00 p.m. at 2650 S. Arlington Mill Drive; visit our Web site at [www.awla.org](http://www.awla.org).

For any additional questions please contact:

Kay Speerstra  
Executive Director  
703-931-9241 x 214  
[kspeerstra@awla.org](mailto:kspeerstra@awla.org)



## BusinessAfterBusiness: All the Luck You Need



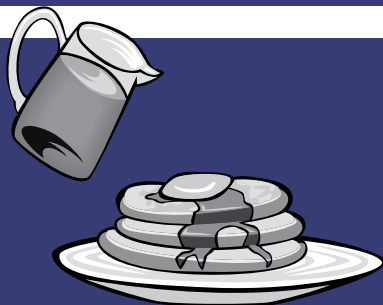
**A**ttend Business After Business on **March 26th** at **Bean, Kinney, and Korman, P.C.** This event makes it easy to meet key business contacts and network amongst Arlington's top business professionals. Business After Business will increase you and your business' visibility.

Register early at [www.arlingtonchamber.org](http://www.arlingtonchamber.org).

Our monthly cash jackpot has grown to **\$300!** If you're a member, this could be your chance to win! You must be present to receive prizes.

*Please register for this event before noon, on March 26. All registrations that occur after that time will not be considered "pre-registrations," and registrants will be charged accordingly. Thank you!*

**Bean, Kinney, and Korman, P.C.**  
Thursday, March 26, 5-7 p.m.  
2300 Wilson Blvd, Suite 700  
Arlington, VA, 22201



## POUR ON THE NETWORKING AT MARCH'S Breakfast Connection!

ATTEND March's breakfast connection and make more business contacts than ever before! Our breakfast focuses on quality networking, and the format incorporates speedy networking over breakfast so it is easy and fun to meet and greet new business contacts. You move from table to table during and after breakfast, sharing 60 second commercials and exchanging business cards. Attend our Breakfast Connection and get connected!

Thursday, March 19, 2009 • 7:30–9 a.m.  
Knights of Columbus  
5115 Little Falls Road, Arlington, VA 22207

Special thanks to our Grand Sponsor,  
**Self Storage Plus**

**SELF STORAGE PLUS**  
Climate Controlled Storage

Thanks to our Quarterly Host Sponsor,  
**The Business Bank.**

Register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org)!

*Please register for this event before noon, on March 18.  
All registrations that occur after that time will be considered  
"same day" and registrants will be charged accordingly.  
Thank you!*

## SMART Start: ALWAYS A BRIGHT IDEA

SMART Start is a free Networking Seminar and Information Session.

Learn how to meet new clients or future business associates.

Also, learn how to maximize your investment with the Chamber.

- Learn how to meet new clients and future business associates
- Network with the Chamber's new members
- Listen and learn from actual Chamber members who know how to create customers and business relationships using this Chamber

### Next SMART Starts

Wednesday, March 4 and Tuesday, March 31  
7:45–9 a.m.  
Chamber Board Room

Register online: [www.arlingtonchamber.org](http://www.arlingtonchamber.org)  
For more information contact **Erica Pristas**  
at 703-525-2400 or  
[membership@arlingtonchamber.org](mailto:membership@arlingtonchamber.org)

Thank you to our SMART Start Grand Sponsor,  
**Bank of America Mortgage!**

**Bank of America**   
Bank of Opportunity

## Captivate Your Next Business Audience!

How important do you think verbal communications are when speaking with potential clients? Find out at the March meeting of the Communications Council when **Kimberla Fairley**, President of **Kayla Consulting**, will talk about effective verbal business communication. Learn how to:

- ✦ Design and deliver effective oral presentations
- ✦ Discover the costs of ineffective verbal communication
- ✦ Express your message with impact

To learn more, visit [arlingtonchamber.org](http://arlingtonchamber.org). Click on membership guide / committees. Or, send an e-mail to [communications@arlingtonchamber.org](mailto:communications@arlingtonchamber.org).

**communicate & connect**

 Communications  
Council



Next Meeting:  
Tuesday, March 17  
4:00 p.m. at the  
Chamber!



*The Following Members  
Joined In January 2009*

**CHIROPRACTIC CARE**

**NOVA PAIN AND REHAB CENTER**

Dr. Ronald Golden, Physician  
2945 South Glebe Road, Suite E  
Arlington VA 22206  
Phone: 703-535-8887  
**SPONSOR: Chamber Staff**

**DISPOSAL SERVICES**

**AMERICAN DISPOSAL SERVICES,  
INC**

Melinda Ward, Public Relations  
Specialist  
P.O. Box 1326  
Centreville, VA 20122  
Phone: 703-368-0500  
**SPONSOR: Chamber Staff**

**FINANCIAL PLANNING**

**OMEGA WEALTH MANAGEMENT**

Lisa A. K. Kirchenbauer, President  
200 N. Glebe Road Suite 812  
Arlington, VA 22203  
Phone: 703-387-0919  
**SPONSOR: Chamber Staff**

**FITNESS**

**BIKRAM YOGA BALLSTON**

Mr. Jamie Corbett, Director  
4114 11th Street North  
Arlington VA 22201  
Phone: 703-371-8599  
**SPONSOR: Grace Shea,  
Lebanese Taverna**

**REAL ESTATE**

**WEICHERT REALTY**

Louis J Andors, Realtor  
639 26th Street South  
Arlington, VA 22202  
Phone: 703-609-6083  
**SPONSOR: Bill Swanson,  
Edward Jones**

**STAFFING SERVICES**

**JORGENSEN CONSULTING, INC.**

Todd Jorgenson, Managing Director  
& Principal  
1159 North Ivanhoe Street  
Arlington, VA 22205  
Phone: 703-858-2392  
**SPONSOR: Chamber Staff**

**WRITING SERVICES**

**WUNDERMAN WRITING SERVICES**

Deborah A. Wunderman,  
2022 North Woodrow Street  
Arlington, VA 22207  
Phone: 703-858-2392  
**SPONSOR: Jim Whelan,  
ProActive Corporation**

*The Following Members  
Joined in February 2009*

**APARTMENTS**

**WARWICK HOUSE APARTMENTS**

Ms. Tara Calandrelli, General  
Manager  
1221 South Eads Street  
Arlington, VA 22202  
Phone: 703-418-4000  
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**BANKS**

**FIRST CITIZENS BANK**

Ms. Kathryn Marty, Financial Ser-  
vices Manager  
950 North Glebe Road  
Arlington, VA 22203  
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**SPONSOR: Chamber Staff**

**HOME BUILDER**

**TRADITION HOMES, LLC**

Mr. Stephen DeFalco  
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Arlington VA 22207  
**SPONSOR: Tim Hughes,  
Bean, Kinney, & Korman, P.C.**

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Jonathan Gelber, Esq., Managing  
Partner  
3917 Old Lee Highway, Suite 13A  
Fairfax VA, 22030  
Phone 703-352-1920  
**SPONSOR: Joe Prentice, State  
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**MORTGAGE**

**WELLS FARGO HOME MORTGAGE**

Joel E. Stall, Reverse Mortgage  
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12701 Fairlakes Circle, Suite 275  
Fairfax, VA 22033  
Phone: 703-623-5666  
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**PARKING SERVICES**

**SENTRY CONTROL SYSTEMS**

Michael Flanagan  
2116 North Monroe Street #41  
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Phone: 703-879-4090  
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**STAFFING SERVICES**

**GRAHAM STAFFING SERVICES**

Mary Ann Jones, Human Resources  
Consultant  
1130 Connecticut Avenue, NW, #675  
Washington, DC 20036  
Phone: 202-861-1260  
**SPONSOR: Chamber Staff**

**MANPOWER**

Nina Gulka, Branch Manager  
1700 North Moore Street, Suite 1520  
Arlington, VA 22209  
Phone: 703-243-5225  
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**WRITING SERVICES**

**R.E. GRUEBEL INTERNATIONAL,  
INC.**

Ross Gruebel, President & CEO  
P.O. Box 12032  
Washington, D.C. 20005  
Phone: 202-384-9217  
**SPONSOR: Paula Adkins,  
Your Alter Egos**

## Business Roundtable

The Roundtable is an open forum discussion held the last Wednesday of the month 11:45 a.m.–1 p.m. in the Arlington Chamber's Board Room. The Roundtable is facilitated by **Jim Whelan** of **ProActive Corporation**. It is designed to discuss topics that are key to the success of small businesses.

*By Jim Whelan, The ProActive Corporation of America*

### Common Marketing Mistakes

The January Roundtable was cancelled due to icy conditions. The following report is from the October 2007 Roundtable. It has been cited by marketing specialists as being especially relevant.

The October 2007 Arlington Small Business Roundtable focused on a common small business dilemma: Common Marketing Mistakes. The attendees discussed 10 mistakes that, all too often, are committed by small businesses.

#### Customers

- Thinking that you know what's best for your customer—Customers buy for their reasons and when they are ready to buy. Don't try to short circuit the process.
- Not understanding your customer's goals—Stop talking and listen to the customer's needs and goals, then work at fulfilling those needs.
- Not romancing your customers—Focus on the most profitable business repeat orders. Stop spending time on the customers who take up your time and effort for little reward.
- Forget the importance of superior customer service—Customers buy for quality; poor customer service is not quality; customers buy for quality. Get it?

#### Competition

- Assume competitors will let you have the field without a fight—If you are not alert to the changes your competitors make, then you'll be on the outside looking in next year.
- Not being proactive—You get better or you get worse. Status quo is not an option. Keep improving.
- Not analyzing the reasons for your success or failure—Unless you are perfect the minute you hang out your shingle, you will stumble or, at times, fly. The way to grow is to understand the why and incorporate that into your system.

#### Consistency

- Relax marketing until things go bad—Marketing is an everyday occurrence. The world is changing every day. Marketing every day will keep you in tune with your environment and keep you in the marketplace.

- Become too entrenched to try new ideas—Have you looked into podcasts, blogs, or other new marketing ideas? Have you written articles, given speeches, held training classes? Marketing is getting your name and presence out there.

### Neglecting Self Improvement

- You are the chief marketing guru—Are you reading books to learn new ideas or different ways at looking at marketing? Do you seek out individuals who may challenge your thoughts or provide an insight to new ways of approaching the market?

The Bottom line from this roundtable? Marketing is an all year job. Neglect it at your peril.



**Jim Whelan**, head of **ProActive Corporation of America**, is a recognized leader in business management. He works in partnership with business owners to create sustainable growth and profitability. To contact him go to

[www.proactivecorp.net](http://www.proactivecorp.net) or call 703-862-6758.

### Register Now for March's Small Business Roundtable

March 24  
11:45 a.m.–1:15 p.m.  
Chamber Board Room

TOPIC:

**"Ok, so we're in recession. Now what?"**

Roundtable is free, but space is limited and registration is required.

Please register online at [www.arlingtonchamber.org](http://www.arlingtonchamber.org) or call 703-525-2400.

### Thanks go to...

- **Intelligent Office** for hosting the January Business After Business.
- **The Arlington Players** and **Insurance Solutions** for providing door prizes at the January Business After Business.
- **Holiday Inn Arlington at Ballston** for hosting our January Board meeting.
- **Arlington Public Schools** for hosting the February Board meeting.



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**Questions?**

**Call 703-525-2400.**

### Chamber Staff Phone Extensions

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Tami Anderson, Accountant ....x205  
[tanderson@arlingtonchamber.org](mailto:tanderson@arlingtonchamber.org)

## The Arlingtonian

### Arlington Chamber of Commerce

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703-525-2400 703-522-5273 (fax)  
[chamber@arlingtonchamber.org](mailto:chamber@arlingtonchamber.org)  
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The mission of the Arlington Chamber of Commerce is to promote businesses and economic development within Arlington County. The Chamber will represent the interests of Arlington County businesses by: participating as a business advocate to government; endorsing regional solutions to infrastructure and educational challenges; and striving to create the conditions that encourage a healthy community and business environment within the County and the Commonwealth of Virginia.